

Comparison of program structures of ETV, KANAL 2 and TV 3: Program categories

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	in %	in %	in %	in %	in %	in %	In points of %	In points of %	In points of %
News	13.35	1.99	3.29	11.63	3.21	3.09	1.72	-1.23	0.20
Information1 (social)	6.74	4.31	1.19	5.03	2.17	1.04	1.71	2.14	0.15
Information 2 (parliament)	3.11	0.00	0.00	0.78	0.00	0.00	2.33	0.00	0.00
Information 3 (advice)	0.75	1.00	1.21	0.00	0.68	0.00	0.75	0.32	1.21
Human Interest	2.66	8.37	4.17	2.11	1.17	3.03	0.55	7.21	1.15
Sport	8.74	4.74	1.93	5.15	4.27	5.42	3.59	0.47	-3.50
Education, nature, science	2.72	0.81	1.30	3.91	1.35	0.00	-1.19	-0.54	1.30
Infotainment	17.75	1.39	1.12	15.25	6.32	4.15	2.50	-4.93	-3.03
Culture and fine arts	4.78	0.00	0.00	5.81	0.00	0.31	-1.03	0.00	-0.31
Religion	1.15	0.00	0.00	2.96	0.00	0.00	-1.81	0.00	0.00
Music1 (serious)	0.67	0.00	0.00	2.45	0.00	0.00	-1.78	0.00	0.00
Music 2 (light)	4.22	0.00	3.90	5.80	0.00	4.20	-1.58	0.00	-0.30
Entertainment1	0.32	4.18	0.00	0.92	0.94	0.00	-0.59	3.24	0.00
Entertainment 2 (games)	1.74	7.28	1.68	4.64	4.32	0.91	-2.90	2.96	0.77
Entertainment 3 (talk-show)	0.00	1.32	1.61	0.00	0.13	0.00	0.00	1.19	1.61
Fiction 1 (serials, series)	10.96	26.39	37.74	6.96	37.03	32.57	4.00	-10.65	5.17
Fiction 2 (sitcom)	0.66	0.96	0.00	0.00	0.59	0.00	0.66	0.37	0.00
Fiction 3 (films)	9.68	4.72	16.45	7.92	9.00	21.50	1.76	-4.29	-5.05
Fiction 4 (cartoons)	3.14	1.18	6.65	2.91	1.02	7.50	0.23	0.16	-0.84
Fiction 5 (other)	2.79	2.20	0.00	3.09	0.00	0.00	-0.30	2.20	0.00
Information society formats	0.00	18.53	1.43	0.00	16.44	0.00	0.00	2.09	1.43
Presentation and promotion	3.06	2.79	2.50	3.90	2.65	4.27	-0.84	0.13	-1.77
<i>ADVERTISING</i>	0.72	7.87	7.42	3.54	8.22	8.32	-2.82	-0.36	-0.90
Commercial advertising	0.00	5.83	5.15						
Political advertising	0.00	1.40	1.48						
Social and cultural advertising	0.72	0.24	0.24						
Sponsor clips	0.00	0.39	0.55						
Teleshopping	0.00	0.00	3.74	5.03	0.02	3.31	-5.03	-0.02	0.43
Other	0.28	0.00	2.67	0.21	0.47	0.38	0.07	-0.47	2.29
TOTAL LENGTH %	100.00	100.00	100.00	100.00	100.00	100.00	-	-	-
Children	6.79	2.93	6.79	7.03	1.10	9.81	-0.24	1.83	-3.03
Youth	3.86	5.04	4.04	1.58	9.02	13.50	2.29	-3.99	-9.45
In Russian	4.05	1.77	0.00	2.68	14.84	0.85	1.36	-13.08	-0.85
Documentaries	2.88	4.35	1.18	2.87	1.99	6.14	0.01	2.36	-4.96

Comparison of program structures of ETV, KANAL 2 and TV 3: Program categories

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
News	16:11:08	02:33:16	04:29:12	14:27:41	02:44:36	04:04:06	01:43:27	-00:11:20	00:25:06
Information 1 (social)	08:10:27	05:32:10	01:37:21	06:15:27	02:40:44	01:22:18	01:55:00	02:51:26	00:15:03
Information 2 (parliament)	03:46:02	00:00:00	00:00:00	00:58:16	00:00:00	00:00:00	02:47:46	00:00:00	00:00:00
Information 3 (advice)	00:54:32	01:17:19	01:38:40	00:00:00	00:50:18	00:00:00	00:54:32	00:27:01	01:38:40
Human Interest	03:13:38	10:46:00	05:41:24	02:37:37	01:26:35	03:59:25	00:36:01	09:19:25	01:41:59
Sport	10:35:57	06:05:18	02:37:29	06:24:31	05:16:10	07:08:31	04:11:26	00:49:08	-04:31:02
Education, nature, science	03:18:13	01:02:34	01:46:25	04:51:49	01:39:53	00:00:00	-01:33:36	-00:37:19	01:46:25
Infotainment	21:31:47	01:46:50	01:31:15	18:57:56	07:48:04	05:27:43	02:33:51	-06:01:14	-03:56:28
Culture and fine arts	05:47:56	00:00:00	00:00:00	07:13:18	00:00:00	00:24:28	-01:25:22	00:00:00	-00:24:28
Religion	01:23:49	00:00:00	00:00:00	03:40:46	00:00:00	00:00:00	-02:16:57	00:00:00	00:00:00
Music 1 (serious)	00:49:02	00:00:00	00:00:00	03:02:48	00:00:00	00:00:00	-02:13:46	00:00:00	00:00:00
Music 2 (light)	05:07:02	00:00:00	05:19:15	07:12:39	00:00:00	05:32:10	-02:05:37	00:00:00	-00:12:55
Entertainment 1	00:23:37	05:22:15	00:00:00	01:08:26	01:09:35	00:00:00	-00:44:49	04:12:40	00:00:00
Entertainment 2 (games)	02:06:19	09:21:27	02:17:11	05:45:54	05:20:09	01:11:46	-03:39:35	04:01:18	01:05:25
Entertainment 3 (talk-show)	00:00:00	01:41:46	02:11:48	00:00:00	00:09:35	00:00:00	00:00:00	01:32:11	02:11:48
Fiction 1 (serials, series)	13:17:38	33:55:24	51:26:38	08:39:07	45:44:54	42:54:36	04:38:31	-11:49:30	08:32:02
Fiction 2 (sitcom)	00:47:45	01:14:14	00:00:00	00:00:00	00:43:44	00:00:00	00:47:45	00:30:30	00:00:00
Fiction 3 (films)	11:44:45	06:03:44	22:25:20	09:51:21	11:07:06	28:19:28	01:53:24	-05:03:22	-05:54:08
Fiction 4 (cartoons)	03:48:40	01:30:43	09:04:11	03:37:09	01:15:22	09:52:31	00:11:31	00:15:21	-00:48:20
Fiction 5 (other)	03:23:00	02:49:32	00:00:00	03:50:31	00:00:00	00:00:00	-00:27:31	02:49:32	00:00:00
Information society formats	00:00:00	23:49:13	01:56:45	00:00:00	21:31:53	00:00:00	00:00:00	02:17:20	01:56:45
Presentation and promotion	03:42:58	03:34:57	03:24:39	04:51:13	03:16:44	05:37:35	-01:08:15	00:18:13	-02:12:56
<i>ADVERTISING</i>	<i>00:52:20</i>	<i>10:06:49</i>	<i>10:06:46</i>	<i>04:24:22</i>	<i>10:09:32</i>	<i>10:57:48</i>	<i>-03:32:02</i>	<i>-00:02:43</i>	<i>-00:51:02</i>
Commercial advertising	00:00:00	07:29:37	07:00:57						
Political advertising	00:00:00	01:47:58	02:01:11						
Social and cultural advertising	00:52:20	00:18:51	00:19:48						
Sponsor clips	00:00:00	00:30:23	00:44:50						
Teleshopping	00:00:00	00:00:00	05:06:03	06:15:28	00:01:48	04:21:56	-06:15:28	-00:01:48	00:44:07
Other	00:20:23	00:00:00	03:38:03	00:15:34	00:34:58	00:29:40	00:04:49	-00:34:58	03:08:23
TOTAL LENGTH	121:16:58	128:33:31	136:18:25	124:21:53	123:31:40	131:44:01	-03:04:55	05:01:51	04:34:24
Children	08:14:12	03:46:21	09:15:11	08:44:40	01:21:41	12:55:44	06:16:34	-07:22:20	-08:31:36
Youth	04:41:07	06:28:31	05:30:36	01:57:38	11:08:41	17:46:47	-04:03:33	05:06:50	-07:25:08
In Russian	04:54:28	02:16:10	00:00:00	03:20:14	18:20:14	01:06:58	01:34:14	-16:04:04	-01:06:58
Documentaries	03:29:34	05:35:30	01:36:27	03:34:08	02:27:48	08:05:14	-00:04:34	03:07:42	-06:28:47

Comparison of program structures of ETV, KANAL 2 and TV 3: 12 categories

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	in %	in %	in %	in %	in %	in %	In points of %	In points of %	In points of %
News	13.35	1.99	3.29	11.63	3.21	3.09	1.72	-1.23	0.20
Information	10.60	5.31	2.40	5.81	2.85	1.04	4.78	2.46	1.36
Human Interest	2.66	8.37	4.17	2.11	1.17	3.03	0.55	7.21	1.15
Sport	8.74	4.74	1.93	5.15	4.27	5.42	3.59	0.47	-3.50
Education, nature, science	2.72	0.81	1.30	3.91	1.35	0.00	-1.19	-0.54	1.30
Infotainment	17.75	1.39	1.12	15.25	6.32	4.15	2.50	-4.93	-3.03
Culture and fine arts	4.78	0.00	0.00	5.81	0.00	0.31	-1.03	0.00	-0.31
Religion	1.15	0.00	0.00	2.96	0.00	0.00	-1.81	0.00	0.00
Music	4.89	0.00	3.90	8.25	0.00	4.20	-3.35	0.00	-0.30
Entertainment	2.06	12.78	3.29	5.55	5.39	0.91	-3.49	7.39	2.38
Fiction	27.23	35.44	60.84	20.88	47.64	61.57	6.35	-12.20	-0.73
Other	4.06	29.18	17.76	12.69	27.81	16.28	-8.62	1.37	1.47
TOTAL LENGTH %	100.00	100.00	100.00	100.00	100.00	100.00	-	-	-

Comparison of program structures of ETV, KANAL 2 and TV 3: Types of production

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	in %	in %	in %	in %	in %	in %	In points of %	In points of %	In points of %
In house-production	53.54	28.35	14.44	50.7	21.6	5.9	2.87	6.76	8.52
Own production	45.55	31.69	18.60	68.1	37.7	22.8	-22.55	-6.00	-4.25
Purchased	40.73	48.39	66.92	31.2	31.2	67.3	9.49	17.15	-0.39
European production	69.38	47.83	23.97	67.6	53.2	19.9	1.80	-5.34	4.03
Independent production	5.88	10.37	10.42	8.1	10.7	12.9	-2.22	-0.35	-2.50
First run	65.54	62.82	69.73	56.97	67.43	67.32	8.57	-4.60	2.41
Reruns	34.46	37.18	30.27	32.62	21.42	16.90	1.84	15.76	13.36
TOTAL LENGTH %	100.00	100.00	100.00	89.59	88.84	84.23	10.41	11.16	15.77
Number of programs	216	188	234	238	158	117	-22	30	117

Comparison of program structures of ETV, KANAL 2 and TV 3: 12 categories

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
News	16:11:08	02:33:16	04:29:12	14:27:41	02:44:36	04:04:06	01:43:27	-00:11:20	00:25:06
Information	12:51:01	06:49:29	03:16:01	07:13:43	03:31:02	01:22:18	05:37:18	03:18:27	01:53:43
Human Interest	03:13:38	10:46:00	05:41:24	02:37:37	01:26:35	03:59:25	00:36:01	09:19:25	01:41:59
Sport	10:35:57	06:05:18	02:37:29	06:24:31	05:16:10	07:08:31	04:11:26	00:49:08	-04:31:02
Education, nature, science	03:18:13	01:02:34	01:46:25	04:51:49	01:39:53	00:00:00	-01:33:36	-00:37:19	01:46:25
Infotainment	21:31:47	01:46:50	01:31:15	18:57:56	07:48:04	05:27:43	02:33:51	-06:01:14	-03:56:28
Culture and fine arts	05:47:56	00:00:00	00:00:00	07:13:18	00:00:00	00:24:28	-01:25:22	00:00:00	-00:24:28
Religion	01:23:49	00:00:00	00:00:00	03:40:46	00:00:00	00:00:00	-02:16:57	00:00:00	00:00:00
Music	05:56:04	00:00:00	05:19:15	10:15:27	00:00:00	05:32:10	-04:19:23	00:00:00	-00:12:55
Entertainment	02:29:56	16:25:28	04:28:59	06:54:20	06:39:19	01:11:46	-04:24:24	09:46:09	03:17:13
Fiction	33:01:48	45:33:37	82:56:09	25:58:08	58:51:06	81:06:35	07:03:40	-13:17:29	01:49:34
Other	04:55:41	37:30:59	24:12:16	15:46:37	35:34:55	21:26:59	-10:50:56	01:56:04	02:45:17
TOTAL LENGTH	121:16:58	128:33:31	136:18:25	124:21:53	123:31:40	131:44:01	-03:04:55	05:01:51	04:34:24

Comparison of program structures of ETV, KANAL 2 and TV 3: Types of production

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
In house-production	64:56:15	36:26:24	19:41:11	63:01:10	26:39:27	07:48:26	01:55:05	09:46:57	11:52:45
Own production	55:14:22	40:44:12	25:20:59	84:41:18	46:33:30	30:05:55	-29:26:56	-05:49:18	-04:44:56
Purchased	49:23:44	62:12:50	91:12:54	38:51:14	79:17:25	88:39:50	10:32:30	-17:04:35	02:33:04
European production	82:38:17	61:29:05	32:40:12	84:03:04	65:40:17	26:15:52	-01:24:47	-04:11:12	06:24:20
Independent production	07:07:42	13:19:50	14:12:22	10:04:06	10:04:06	17:01:29	-02:56:24	03:15:44	-02:49:07
First run	79:29:18	80:46:00	95:03:03	70:51:07	83:17:25	88:41:10	08:38:11	-02:31:25	06:21:53
Reruns	41:47:40	47:47:31	41:15:22	40:34:09	26:27:20	22:16:04	01:13:31	21:20:11	18:59:18
TOTAL LENGTH %	121:16:58	128:33:31	136:18:25	124:21:53	123:31:40	131:44:01	-03:04:55	05:01:51	04:34:24
Number of programs	216	188	234	238	158	117	-22	30	117

Comparison of program structures of ETV, KANAL 2 and TV 3: Types of production

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	in %	in %	in %	in %	in %	in %	In points of %	In points of %	In points of %
FACTUAL PROGRAMMING	61.75	41.13	15.63	52.6	35.6	17.4	9.15	5.54	-1.78
FICTIONAL PROGRAMMING	34.47	48.22	70.70	34.9	53.0	66.7	-0.42	-4.81	4.02
ADVERTISING	3.78	10.65	13.66	12.5	10.9	15.9	-8.69	-0.25	-2.24
TOTAL	100.00	100.00	100.00	99.97	99.53	100.00			

Comparison of program structures of ETV, KANAL 2 and TV 3: Types of production

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
FACTUAL PROGRAMMING	74:53:29	52:52:40	21:18:31	65:27:21	43:58:13	22:26:31	09:26:08	08:54:27	-01:08:00
FICTIONAL PROGRAMMING	41:48:11	61:59:05	96:22:26	43:23:29	66:05:23	88:20:11	-01:35:18	-04:06:18	08:02:15
ADVERTISING	04:35:18	13:41:46	18:37:28	15:31:03	13:28:04	20:57:19	-10:55:45	00:13:42	-02:19:51
TOTAL	121:16:58	128:33:31	136:18:25	124:21:53	123:31:40	131:44:01	-03:04:55	05:01:51	04:34:24

Comparison of program structures of ETV, KANAL 2 and TV 3: ADVERTISING AND TVSHOPPING

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
Presentation and promotion	03:42:58	03:34:57	03:24:39	04:51:13	03:16:44	05:37:35	-01:08:15	00:18:13	-02:12:56
Commercial advertising	00:00:00	09:47:58	09:46:58	02:50:57	09:56:15	10:21:47	-02:50:57	-00:08:17	-00:34:49
Social and cultural advertising	00:52:20	00:18:51	00:19:48	01:33:18	00:13:17	00:36:01	-00:40:58	00:05:34	-00:16:13
Teleshopping	00:00:00	00:00:00	05:06:03	06:15:28	00:01:48	04:21:56	-06:15:28	-00:01:48	00:44:07
TOTAL	04:35:18	13:41:46	18:37:28	15:30:56	13:28:04	20:57:19	-10:55:38	00:13:42	-02:19:51
Commercial advertising	00:00:00	07:29:37	07:00:57	-	-	-	-	-	-
Political advertising	00:00:00	01:47:58	02:01:11	-	-	-	-	-	-
Sponsor clips	00:00:00	00:30:23	00:44:50	-	-	-	-	-	-

Comparison of program structures of ETV, KANAL 2 and TV 3: shares of TYPES OF ADVERTISING inside the channel

CATEGORY	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
	2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
	in %	in %	in %	in %	in %	in %	In points of %	In points of %	In points of %
Presentation and promotion	80.99	26.16	18.31	31.28	24.35	26.85	49.71	1.81	-8.54
Commercial advertising	0.00	71.55	52.53	18.36	73.79	49.45	-18.36	-2.24	3.07
Social and cultural advertising	19.01	2.29	1.77	10.02	1.64	2.86	8.99	0.65	-1.09
Teleshopping	0.00	0.00	27.39	40.33	0.22	20.83	-40.33	-0.22	6.56
TOTAL	100.00	100.00	100.00	100.00	100.00	100.00	0.00	0.00	0.00

TOTAL TYPES OF ADVERTISING

	TOTAL 2003	TOTAL 2002	TOTAL CHANGE	TOTAL 2003	TOTAL 2002	TOTAL CHANGE
CATEGORY	hh:mm:ss	hh:mm:ss	hh:mm:ss	in %	in %	in %
Presentation and promotion	10:42:34	13:45:32	-03:02:58	29.02	27.55	1.46
Commercial advertising	19:34:56	23:08:59	-03:34:03	53.06	46.36	6.70
Social and cultural advertising	01:30:59	02:22:36	-00:51:37	4.11	4.76	-0.65
Teleshopping	05:06:03	10:39:12	-05:33:09	13.82	21.33	-7.51
TOTAL	36:54:32	49:56:19	-13:01:47	100.00	100.00	0.00

Comparison of program structures of ETV, KANAL 2 and TV 3: shares of TYPES OF ADVERTISING between the the channels

	ETV 2003	KANAL 2 2003	TV 3 2003	ETV 2002	KANAL 2 2002	TV 3 2002	ETV CHANGE	KANAL 2 CHANGE	TV 3 CHANGE
CATEGORY	in %	in %	in %	in %	in %	in %	In points of %	In points of %	In points of %
Presentation and promotion	34.70	33.45	31.85	35.3	23.8	40.9	-0.58	9.62	-9.04
Commercial advertising	0.00	50.04	49.96	12.3	42.9	44.8	-12.31	7.12	5.19
Social and cultural advertising	57.52	20.72	21.76	65.4	9.3	25.3	-7.91	11.40	-3.49
Teleshopping	0.00	0.00	100.00	58.7	0.3	41.0	-58.74	-0.28	59.02
TOTAL	12.43	37.11	50.46	31.1	27.0	42.0	-18.64	10.14	8.50

Comparison of political advertising in ETV, KANAL 2 and TV 3

	ETV	KANAL 2	TV 3	TOTAL	ETV	KANAL 2	TV 3	TOTAL
CATEGORY	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	in %	in %	in %	hh:mm:ss
Keskerakond	-	00:35:33	00:39:50	01:15:23	-	32.93	32.87	32.90
Reformierakond	-	00:26:56	00:33:00	00:59:56	-	24.95	27.23	26.15
Rahvaliid	-	00:26:43	00:29:37	00:56:20	-	24.75	24.44	24.58
Isamaaliit	-	00:12:28	00:09:56	00:22:24	-	11.55	8.20	9.78
Res publica	-	00:06:18	00:05:05	00:11:23	-	5.84	4.19	4.97
Mõõdukad	-	00:00:00	00:03:43	00:03:43	-	0.00	3.07	1.62
POLITICAL ADVERTISING	-	01:47:58	02:01:11	03:49:09	-	100.00	100.00	100.00

Comparison of program structures of ETV, KANAL 2 and TV 3: Fulfilment of the quotas

CATEGORY	QUOTA	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3	ETV	KANAL 2	TV 3
		2003	2003	2003	2002	2002	2002	CHANGE	CHANGE	CHANGE
		in %	in %	in %	in %	in %	in %	Points of %	Points of %	Points of %
Total programming		121:16:58	128:33:31	136:18:25	124:21:53	123:31:40	131:44:00	-03:04:55	05:01:51	04:34:25
Amount of EURO requirements		91:31:14	100:26:41	111:41:44	86:57:24	92:24:14	104:23:07	04:33:50	08:02:27	07:18:37
EURO requirements in %		75.46	78.13	81.94	69.92	74.80	79.24	5.54	3.33	2.70
Own produced news	5 % a day	11:30:01	02:33:16	04:29:12	09:38:30	02:44:36	04:04:06	01:51:31	-00:11:20	00:25:06
Own production	10 % a month	55:14:22	40:44:12	25:20:59	55:38:23	23:31:21	26:21:27	-00:24:01	17:12:51	-01:00:28
Own production in prime time	5 % a month	13:28:59	03:55:22	04:17:28	10:28:28	02:02:31	03:58:42	03:00:31	01:52:51	00:18:46
5% MINIMUM requirement		04:34:34	05:01:20	05:35:05	04:20:52	04:37:13	05:13:09	00:13:42	00:24:07	00:21:56
European production	51 % a year	82:38:17	61:29:05	32:40:12	73:01:09	42:14:12	20:04:05	09:37:08	19:14:53	12:36:07
Independent production	10 % a year	07:07:42	13:19:50	14:12:22	09:16:16	08:42:44	16:13:38	-02:08:34	04:37:06	-02:01:16
FULLFILLING THE QUOTAS										
News MONDAY	5 % a day	11.14	2.13	3.67	12.07	2.80	4.36	-0.93	-0.67	-0.68
News TUESDAY	5 % a day	11.20	2.31	3.60	11.26	2.40	4.38	-0.06	-0.09	-0.78
News WEDNESDAY	5 % a day	11.59	2.13	3.89	8.99	2.40	4.22	2.61	-0.27	-0.33
News THURSDAY	5 % a day	12.61	2.08	3.94	10.72	1.40	3.95	1.89	0.68	-0.02
News FRIDAY	5 % a day	9.85	1.64	3.33	3.00	2.10	2.19	6.85	-0.46	1.14
News SATURDAY		4.66	1.20	0.80	3.49	1.70	0.89	1.17	-0.50	-0.09
News SUNDAY		4.21	2.44	3.66	4.56	2.70	1.61	-0.34	-0.26	2.05
News AVERAGE		9.48	1.99	3.29	7.75	2.22	3.09	1.73	-0.23	0.20
Own production	10 % a month	60.36	40.56	22.70	63.99	25.46	25.25	-3.63	15.10	-2.55
Own production in prime time	50 % from 10 %	24.41	9.22	16.93	18.83	8.68	15.09	5.58	0.54	1.83
5% MINIMUM requirement	100 % from 5 %	294.65	74.80	76.84	240.91	44.20	76.22	53.73	30.60	0.61
European production	51 % a year	90.29	61.21	29.25	83.97	45.71	19.22	6.32	15.50	10.02
Independent production	10 % a year	7.79	13.27	12.72	10.66	9.43	15.55	-2.87	3.84	-2.83
ADVERTISING RULES										
Amount of advertising		00:00:00	09:17:35	09:02:08	02:50:57	09:56:15	10:21:47	-02:50:57	-00:38:40	-01:19:39
Advertising + Teleshopping		00:00:00	09:17:35	14:08:11	09:06:25	09:58:03	09:59:31	-09:06:25	-00:40:28	04:08:40
Amount of advertising	Max 15 % a day	0.00	8.64	6.53	2.29	8.04	4.27	-2.29	0.59	2.26
Advertising + Teleshopping	Max 20 % a day	0.00	8.64	10.67	7.32	8.07	7.58	-7.32	0.57	3.09
Violations of 12 minute rule	12 min in hour	0	1	7	1	0	6	-1	1	1
Violations of 20 minute rule	20 min brakes	0	67	92	8	42	74	-8	15	-30
Violations of 20 minute rule	Separate parts	0	57	44	-	-	-	-	-	-
Violations of 30 minute rule	Min 30 min	0	5	1	13	49	29	-13	-44	-28
Violations of ONCE FOR 45 minute rule	ONCE for 45min	0	0	4	-	-	-	0	0	4
Violations of AFTER 45 minute rule	AFTER 45 min	0	8	23	2	15	47	-2	-7	-24
Separation of ad and program		0	2	0	-	-	-	0	2	0